

Subject: Best of Downtown

From: Michael Lamb <Michael@downtownnews.com>

Date: 06/12/2017 03:51 PM

To: Henna Sherzai <HSherzai@downtownla.com>

Hello Henna

Congratulations!

You have won Best of Downtown - Best Business Improvement District

On July 24, 2017, the Los Angeles Downtown News publishes the results of our reader survey on the 29th Annual Best of Downtown L.A. followed by our Best of Downtown summer soiree on July 25.

THE ISSUE

This year's issue is a stand alone publication instead of an insert in our regular paper which makes it even more exciting. This will be the first year where the issue is completely devoted to the Best of Downtown LA. No other news will appear.

WINNER?

If you won in a category, congratulations! You will receive an honorary plaque from us to hang in your place of business for all of your clients to see. You also have a great opportunity to promote the win in our Best of Downtown issue.

POSITIONS

This year we have many special placements that will really give you maximum exposure.

LOWER RATES

Our new Publisher is so excited about this year's "Best of" that he has lowered our rates so everyone can participate.

The ads are not due until July 14, but now is when you should reserve your space.

RESERVE

Now is the time to reserve your space in this stand alone issue. There is a discount if you send us your ad before July 5, so let's get the ball rolling.

SPONSORSHIP

If you want to sponsor our Best of Downtown event on 7/25, please give me a call.

Please review the attached flyer and let me know what size to reserve for you.

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